

Table A-1. Products in the Labeling Cost Model by NAICS Code (continued)

NAICS Code	NAICS Description	Product Type	Product Category	SBA Size ^a
311999	All Other Miscellaneous Food Preparations (continued)	Side Dishes & Starches	Stuffing	500
		Sweeteners	Syrup/Molasses	500
312111	Soft Drinks	Beverages	Carbonated Beverages—Regular	500
		Beverages	Carbonated Beverages—Sugar Substitute	500
		Beverages	Carbonated Beverages—Water/Club Soda	500
		Beverages	Isotonic Drinks	500
		Beverages	Non-Fruit Drinks	500
		Beverages	Tea—Canned/Bottled	500
312112	Bottled Water	Beverages	Bottled Water	500
325199	All Other Basic Organic Chemical Manufacturing	Sweeteners	Sugar Substitutes	1,000
325412	Pharmaceutical Preparations	Dietary Supplements	Dietary Supplements—Liquid	750
		Dietary Supplements	Dietary Supplements—Pills	750

^aSmall Business Administration size designation for the NAICS code (numbers of employees).

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Baked Goods	Bakery Snacks—Non-Rfg	Cupcakes/Brownies	10
		Doughnuts	14
		Muffins	14
		Pastry/Danish/Coffee Cakes	14
	Bakery Snacks—Rfg	Rfg Muffins	10
		Rfg Pastry/Danish/Coffee Cakes	10
		Rfg Snack Cakes/Doughnuts	10
	Bread/Rolls—Non-Rfg	English Muffins	10
		Bagels/Bialys	11
		Fresh Bread	11
		Fresh Bread—New Parents	11
	Bread/Rolls—Rfg & Fz	Fresh Rolls/Bun/Croissants	11
		Rfg Bagels/Bialys	11
		Rfg Bread	10
		Rfg Dinner/Sandwich Rolls/Croissants	10
		Rfg English Muffins	10
		Fz Bagels	12
		Fz Bread/Rolls/Biscuits	12
		Fz Muffins	12
		Rfg Egg Roll/Wonton Wrappers	14
		Rfg Tortillas	14
		Fz Tortilla/Egg Roll/Wonton Wrappers	13
		Fz Tortillas	13
	Breadcrumbs/Batters/Croutons	Croutons (No Stuffing Croutons)	1
		Breadcrumbs	1
		Breading/Batter/Coating Mixes	1

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Baked Goods (continued)	Cookies	Cookies	1
		Cookies Part II	1
		Ice Cream Cones	2
		Fz Cookies	12
	Crackers	All Other Crackers	6
		Breadsticks	6
		Crackers With Fillings	6
		Graham Crackers	6
		Matzoh Crackers	6
		Saltine Crackers	6
		Snack Bars/Granola Bars	4
Baking Ingredients	Baking Ingredients	Chips/Baking Chocolate/Cocoa	5
		Coconut	5
		Graham Cracker Crumbs	5
		Maraschino Cherries	5
		Marshmallow Creme	5
		Pie/Pastry Filling	5
		Ready-To-Use Pie Crust	5
		Edible Cake Decorations	5
		Frosting/Frosting Mixes	6
	Baking Ingredients—Powders	Baking Powder/Soda	5
		Cooking Starches/Rennet	5
		Dry/Rfg Yeast	5

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Baking Ingredients (continued)	Baking Mixes	All Other Baking Mixes	1
		Brownie Mixes	1
		Cake/Cupcake/Pie Mixes	1
		Coffee Cake/Gingerbread/Pastry Mixes	1
		Cookie/Cookie Bar Mixes	1
		Muffin Mixes	1
		Piecrust Mixes	1
		Pancake/French Toast/Waffle Mixes	2
	Dough—Rfg & Fz	Rfg Biscuit Dough	10
		Rfg Cookie/Brownie Dough	10
		Rfg Dough (Bread/Rolls/Bun)	10
		Rfg Dough (Pastry/Dumpling)	10
		Fz Bread/Rolls/Pastry Dough	12
		Fz Cookie Dough	12
		Fz Pie/Pastry Shells	12
		Fz Pie/Pastry Shells	12
	Flour/M Meal	Cornmeal/Baking Oat Bran	6
		Flour	6
		Hominy Grits	6
		Matzoh Meal	6
	Nuts—Baking Nuts	Cooking/Baking Nuts	1
	Pizza—Crust/Dough	Pizza Crust Mixes	7
		Fz Pizza Crusts/Dough	12
		Rfg Pizza Crust/Dough	14

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages	Bottled Water	Distilled Water	5
		Noncarbonated Water Including Flavored	5
		Plu—All Brands Bottled Water	5
	Carbonated Beverages—Regular	Regular Soft Drinks	6
		Plu—All Brands Soda	6
		Plu Soft Drinks	6
	Carbonated Beverages—Sugar Substitute	Low Calorie Soft Drinks	6
	Carbonated Beverages—Water/Club Soda	Carbonated Water/Club Soda Inc Flavored	6
	Coffee—Ground	Ground Coffee	5
		Ground Decaffeinated Coffee	5
		Instant Coffee	5
	Coffee—Instant	Coffee Substitutes	5
		Rfg Ready-To-Drink Coffee	13
		Rfg Coffee Concentrate	12
		Instant Decaffeinated Coffee	5
		Whole Coffee Beans	5
	Coffee—Whole	Whole Coffee Beans	5
		Coffee Creamer—Ss	5
		Coffee Additive/Flavoring	5
	Creamer/Coffee Additives—Non-Rfg	Rfg Coffee Creamer	10
		Rfg Dairy Cream/Half & Half	10
		Rfg Nondairy Toppings	10
		Fz Coffee Creamer	12
		Liquid/Powder Cocktail Mixes	1
	Drink Mixes—Cocktail Mixes	Chocolate Milk Flavoring/Cocoa Mixes	1
	Drink Mixes—Milk/Cocoa, Dry Mixes	Milk Flavoring/Drink Mixes	2

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Drink Mixes—Other	Breakfast Drink Mixes	2
		Flavored Hot Drink Mixes	2
		Frost/Whipped/Yogurt Drink Mixes	2
		Fruit Drink Mixes	2
	Isotonic Drinks	Ss Isotonic Drink Mix	2
		Ss Isotonic Drinks Aseptic	2
		Ss Isotonic Drinks Nonaseptic	2
	Juices—Aseptic	Aseptic Juice Drinks	1
		Aseptic Juices	1
	Juices—Bottled	Ss Bottled Aloe Vera Juice	5
		Ss Bottled Apple Juice	5
		Ss Bottled Apricot Juice	5
		Ss Bottled Cherry Juice	5
		Ss Bottled Cider	5
		Ss Bottled Cranberry Cocktail/Juice Drink	5
		Ss Bottled Cranberry Juice/Cranberry Juice Cktl	5
		Ss Bottled Fruit Drinks	5
		Ss Bottled Fruit Juice Blend	5
		Ss Bottled Fruit Nectar	5
		Ss Bottled Grape Juice	5
		Ss Bottled Grapefruit Cocktail	5
		Ss Bottled Grapefruit Juice	5
		Ss Bottled Lemon/Lime Juice	5

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Juices—Bottled (continued)	Ss Bottled Lemonade	5
		Ss Bottled Orange Juice	5
		Ss Bottled Other Fruit Juice	5
		Ss Bottled Pineapple Juice	5
		Ss Bottled Prune/Fig Juice	5
		Ss Bottled Sparkling Juice	5
		Ss Bottled Tomato/Vegetable Juice/Cktl	5
		Ss Drinks Liquid Concentrate	2
	Juices—Canned	Ss Fruit Juice Liquid Concentrate	2
		Canned Fruit Juice	1
		Canned Juice Drinks	1
		Canned Vegetable Juice/Cocktail	1
	Juices—Concentrate, Rfg & Fz	Fz Apple Juice Concentrate	12
		Fz Blended Fruit Juice Concentrate	12
		Fz Cocktail Mixes	12
		Fz Drink/Cocktail Drink Concentrate	12
		Fz Grape Juice Concentrate	12
		Fz Grapefruit Juice Concentrate	12
		Fz Lemonade/Limeade Concentrate	12
		Fz Orange Juice Concentrate	12
		Fz Other Vegetable/Fruit Juice	12
		Rfg Fruit Juice Liquid Concentrate	12
		Rfg Drink Liquid Concentrate	12

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Juices—Rfg	Rfg All Other Fruit Juice	13
		Rfg Apple Juice	13
		Rfg Blended Fruit Juice	13
		Rfg Cider	13
		Rfg Cocktail Mixes	13
		Rfg Cranberry Cocktail/Drink	13
		Rfg Cranberry Juice/Cranberry Juice Blend	13
		Rfg Fruit Drink	13
		Rfg Fruit Nectar	13
		Rfg Grape Juice	13
		Rfg Grapefruit Cocktail/Drink	13
		Rfg Grapefruit Juice	13
		Rfg Lemon/Lime Juice	13
		Rfg Lemonade	13
		Rfg Orange Juice	13
		Rfg Pineapple Juice	13
		Rfg Vegetable Juice/Cocktail	13
	Milk—Condensed	Evaporated/Condensed Milk	2
	Milk—Flavored/Substitutes	Rfg Flavored Milk/Eggnog/Buttermilk	14
		Rfg Kefir/Milk Substitutes/Soy milk	14
		Rfg Milkshakes/Nondairy Drinks	14
	Milk—Powdered	Powdered Milk	2
	Milk—Rfg	Rfg Skim/Lowfat Milk	14
		Rfg Whole Milk	14

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Beverages (continued)	Nonfruit Drinks	Ready-to-Drink Milk/Milk Substitutes	2
		Ss Nonfruit Drinks	2
		Yogurt/Yogurt Drinks	2
	Tea—Canned/Bottled	Canned and Bottled Tea	4
		Rfg Teas	13
		Instant Tea Mixes	4
	Tea—Loose	Tea—Bags/Loose	4
Breakfast Foods	Breakfast Food—Frozen	Fz Other Breakfast Food	12
		Fz Waffles	12
		Dried Breakfast Food	1
	Breakfast Food—Instant	Instant Breakfast	1
		Wheat Germ	1
		Ready-To-Drink Breakfast Meals	1
		Ss Toaster Pastries/Tarts	1
	Breakfast Food—Ready to Eat	Ready-To-Eat Cereal	1
	Cereal	Hot Cereal/Oatmeal	2
Candy & Gum	Chocolate Candy—Single Serve	Chocolate Candy Bar <3.5oz	6
		Chocolate Covered Cookie/Wafer	6
	Chocolate Candy—Snack	Chocolate Candy Snack Size	6
		Chocolate Covered Salted Snack	2
		Chocolate Candy Box/Bag >3.5oz	6
		Gift Box Chocolates	6
	Gum—Regular Gum	Regular Gum (No Sugarless)	6
		Plu—All Brands Gum	6

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Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Candy & Gum (continued)	Gum—Sugarless Gum	Sugarless Gum	6
	Nonchocolate Candy—Diet	Diet Candy	8
	Nonchocolate Candy—Kits	Caramel/Taffy Apples	5
		Taffy/Candy Apple Kit	5
		Candy Making Mix/Kit/Mold	5
		Candy Making Mix/Kit/Mold	5
	Nonchocolate Candy—Pkg & Roll	Breath Freshener	8
		Plain Mints	7
		Hard Sugar Candy/Pkg & Roll Candy	7
		Hard Sugar Candy/Pkg & Roll Candy	7
	Nonchocolate Candy—Single Serve	Nonchocolate Chewy Candy Bar <3.5oz	7
		Novelty Candy	8
		Specialty Nut/Coconut Candy	7
		Specialty Nut/Coconut Candy	7
	Nonchocolate Candy—Snack	Nonchocolate Chewy Snack Size	7
		Nonchocolate Chewy Box/Bag >3.5oz	7
		Licorice Box/Bag >3.5oz	7
		Marshmallows	2
	Seasonal Candy	All Other Seasonal Candy	8
		Christmas Candy	8
		Easter Candy	8
		Halloween Candy	8
		Plu—All Brands Candy	8
		Valentine Candy	8

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Condiments/Dips/Spreads	Condiments—Non-Rfg	Ketchup	2
		Ketchup/Mustard Combinations	2
		Mustard	2
		Horseradish/Horseradish Sauce	8
	Condiments—Rfg	Rfg Mustard	14
		Rfg Horseradish/Horseradish Sauce	15
		Rfg Flavored Spreads	15
	Dips—Dry Mixes	Dry Dip Mixes	3
	Dips—Rfg & Fz	Fz Dips	13
		Rfg Dips	14
	Dips—Shelf Stable	Dip—Ss	2
	Jams/Jellies/Preserves	Fruit Butter	2
		Ss Jam/Jelly/Preserves	2
		Fz Jams/Jellies/Preserves	13
		Ss Honey	2
		Rfg Honey	15
		Mayonnaise/Sandwich Spread	2
	Peanut Butter	Chunky Peanut Butter	2
		Creamy Peanut Butter	2
		Peanut Butter Combo	2
		Plu—Peanut Butter	2
		Specialty Nut Butter	2
		Rfg Peanut Butter	14

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Condiments/Dips/Spreads (continued)	Pickles/Relish/Olives	Chutney	3
		Marinated Vegetable/Fruit	3
		Olives	3
		Peppers/Pimentos	3
		Pickles	3
		Relish	3
		Rfg Marinated Vegetables/Fruit	14
		Rfg Peppers/Pimentos/Olives	14
		Rfg Pickles	14
		Rfg Relishes/Appetizer Relish	14
	Salad Toppings	Rfg Sauerkraut	11
		Salad Toppings	3
		Rfg Salad Topping/Bacon Bits	14
	Salt/Salt Substitutes	Salt/Seasoned Salt/Salt Substitute	9
	Spices/Seasonings	Extract/Flavoring/Food Coloring	9
		Fruit & Vegetable Preservative/Pectin	9
		Garlic Spread	9
		Pepper	9
		Spice/Seasoning—No Salt/Pepper	9
Dairy Foods	Butter	Plu—All Brands Butter	10
		Rfg Butter	10
	Cheese—Grated	Rfg Grated Cheese	10
		Ss Grated Cheese	10
	Cheese—Imitation	Imitation Cheese (All Forms)	10

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Dairy Foods (continued)	Cheese—Natural Cheese	Natural Cheese (No Shredded)	10
		All Other Processed Cheese	10
	Cheese—Processed Cheese	Aerosol/Squeezable Cheese Spreads	10
		Cheese Spreads/Balls	10
		American Cheese (All Forms)	10
		Processed Shredded Cheese	10
		Ricotta Cheese	10
		Cream Cheese/Cream Cheese Spread	10
	Cheese—Ricotta/Cream/Cottage	Cottage Cheese	10
		Natural Shredded Cheese	10
		Fz Novelties	12
	Cheese—Shredded	Fz Yogurt/Tofu	13
		Plu—All Brands Ice Cream Novelties	12
		Ice Pop Novelties	12
	Frozen Novelties	Sherbet/Sorbet/Ices	13
		Ice Cream Mixes	2
		Fz Ice Cream/Ice Milk Desserts	12
		Ice Cream	13
		Ice Milk	13
		Sour Cream	15
	Ice Cream & Ice Milk	Rfg Yogurt	15
		Rfg Yogurt Drinks	15
	Sour Cream		
	Yogurt		

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Desserts	Desserts—Toppings	Chocolate Syrup/Dessert Toppings	6
		Dry Whipped Topping Mixes	6
		Fz Whip Toppings	12
	Gelatin/Pudding—Mixes	Gelatin Dessert Mixes	6
		Pudding/Pie Filling/Mousse Mixes	6
		Pudding/Gelatin	6
	Gelatin/Pudding—Regular	Rfg Pudding/Mousse/Gelatin/Parfaits	10
		Fz Pudding/Mousse	12
		Cakes (No Snack/Coffee Cakes)	15
	Pies & Cakes—Non-Rfg	Pies (No Snack Pies)	15
		Rfg Cheesecakes	10
	Pies & Cakes—Rfg & Fz	Fz Cheesecakes	12
		Fz Sweet Goods—No Cheesecakes	12
		Fz Pies	12
		Rfg Cakes (No Snack/Coffee Cakes)	10
		Rfg Pies (No Snack Pies)	10
Dietary Supplements	Dietary Supplements—Liquid	Liquid Vitamins/Minerals	15
	Dietary Supplements—Pills	Mineral Supplements	15
		Multi-Vitamins	15
		1 & 2 Letter Vitamins	15
Dressings & Sauces	Gravy/Sauce—Canned/Bottled	Barbecue Sauce	8
		Chili/Hot Dog Sauce	8
		Dairy Sauce/Cheese Sauce	8
		Hollandaise/Béarnaise/Dill Sauce	8

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Dressings & Sauces (continued)	Gravy/Sauce—Canned/Bottled (continued)	Hot/Cajun Sauce	8
		Meat Sauce/Marinade/Glaze	8
		Seafood Sauce	8
		Steak/Worcestershire Sauce	8
		Tartar Sauce	8
		Mexican Sauce & Marinades	7
		Taco Sauce	7
		Ss Oriental Sauce/Marinade	7
		Liquid Gravy	2
		Sloppy Joe Sauce	2
	Gravy/Sauce—Mixes	All Other Dry Seasoning Mixes	2
		Dry Gravy Mixes	2
		Dry Meat/Seafood Seasoning Mixes	2
		Dry Sauce Mixes	2
		Fz Meat/Seafood Seasoning Mixes	13
	Gravy/Sauce—Rfg & Fz	Fz Sauce/Gravy/Marinade	13
		Rfg Meat/Seafood Seasoning Mixes	14
		Rfg Sauce/Gravy/Marinade Mixes	14
		Ss Coleslaw Dressing	3
	Salad Dressing—Bottled, Non-Rfg	Ss Pourable Salad Dressings	3
		Salad Dressing Mixes	3
	Salad Dressing—Dry Mix	Rfg Pourable Salad Dressing	14
	Salad Dressing—Rfg	Cooking Sherry/Wine	4
	Vinegar	Vinegar	4

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Eggs	Processed Eggs	Egg Substitutes	2
		Fz Egg Substitutes	13
		Rfg Egg Substitutes	14
	Shell Eggs	Fresh Eggs	11
		Plu—All Brands Eggs	11
Entrees	Entrées—Fz	Fz Dinners/Entrees	12
		Fz Handheld Entrees (Nonbreakfast)	12
		Fz Pot Pies	12
		Fz Chili	13
	Entrées—Rfg	Rfg Breakfast Entrees	11
		Rfg Chili	11
		Rfg Dinners/Entrees	11
		Rfg Handheld Nonbreakfast Entrees	11
	Entrées—Shelf Stable	Rfg Pot Pies	13
		Ss Microwaveable Package Dinner	1
		Ss Prepared Chili	1
		Ss Prepared Dinners/Entrees	1
	Lunches—Rfg	Ss Prepared Pasta Dishes	1
		Rfg Meat/Cheese/Cracker/Dessert	13
	Pizza—Pizza/Kits/Mixes, Rfg & Fz	Rfg Meat/Cheese/Cracker/Dessert	13
		Pizza Kits/Mixes	7
		Fz Pizza	12
		Pizza Kits/Toppings	12
		Rfg Pizza/Pizza Kits	14

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Fats & Oils	Lard/Shortening	Rfg Lard	12
		Shortening	4
	Margarine	Margarine/Spreads/Butter Blends	13
		Plu—All Brands Margarine	13
	Oil	Cooking & Salad Oils	4
		Microwave Browning/Pan Spray	4
		Olive Oil	4
		Oriental Cooking Oils	7
		Popcorn Oil	2
Fruits & Vegetables	Beans—Canned	Baked Beans	1
		Canned Bread	1
		Refried Beans	6
	Fruit—Canned/Bottled	All Other Fruit	1
		Canned/Bottled Apples	1
		Canned/Bottled Apricots	1
		Canned/Bottled Berries	1
		Canned/Bottled Cherries	1
		Canned/Bottled Citrus Fruit	1
		Canned/Bottled Diet Fruit	1
		Canned/Bottled Grapes	1
		Canned/Bottled Mixed Fruit	1
		Canned/Bottled Peaches	1
		Canned/Bottled Pears	1
		Canned/Bottled Pineapple	1

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Fruits & Vegetables (continued)	Fruit—Canned/Bottled (continued)	Canned/Bottled Prunes/Plum	1
		Cantaloupe/Melon	1
		Cranberry Sauce	1
		Pineapple Sauce	1
	Fruit—Dried	Dates	2
		Dried Prunes	2
		Glazed Fruit	2
		Other Dried Fruit	2
		Raisins	2
		Fruit Rolls/Bars/Snacks	2
	Fruit—Fz	Fz Fruit	12
	Fruit—Sauce	Applesauce/Fruit Sauce	1
	Tomato Products—Canned/Bottled	Canned And Bottled Tomatoes	4
		Spaghetti/Italian Sauce	4
		Tomato Paste/Sauce/Puree	4
	Tomato Products—Sauce	Pizza Sauce	7
		All Other Beans	8
		Canned All Other Vegetable	8
		Canned Mixed Vegetable	8
		Canned/Bottled Carrots	8
		Canned/Bottled Corn	8
		Canned/Bottled Green Beans	8
		Canned/Bottled Green Peas	8
		Canned/Bottled Mushrooms	8

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Fruits & Vegetables (continued)	Vegetables—Canned/Bottled (continued)	Canned/Bottled Sauerkraut	8
		Canned/Bottled Spinach	8
		Potato/Sweet Potato	8
		Ss Bamboo Shoots/Water Chestnuts	7
	Vegetables—Dried	Dried Beans/Grains	6
		Dried Vegetables (Except Beans)	6
	Vegetables—Fresh Cut Salad	Fresh Cut Salad	11
	Vegetables—Fz	Fz Corn On The Cob	12
		Fz Beans	12
		Fz Broccoli	12
		Fz Carrots	12
		Fz Corn	12
		Fz Mixed Vegetables	12
		Fz Onions	12
		Fz Other Plain Vegetables	12
		Fz Peas	12
		Fz Spinach	12
		Fz Squash/Zucchini	12
		Fz Prepared Vegetable (Sauce/Crumbs)	12
		Fz Onion Rings	12
		Fz Plain Potatoes/Fries/Hashbrowns	12
			(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Infant Foods	Baby Food	Baby Food/Snacks	1
		Fz Baby Food/Juice/Snacks	11
	Baby Formula—Liquid Concentrate	Baby Formula—Liquid Concentrate	1
	Baby Formula—Powder	Baby Formula—Powder	1
	Baby Formula—Ready to Drink	Baby Formula—Rtd	1
	Baby Juice	Baby Juice	1
Seafood	Seafood—Canned	All Other Fish/Seafood	3
		Canned Salmon	3
		Canned Tuna	3
		Clam Juice	3
	Seafood—Fz	Fz Fish/Seafood	13
	Seafood—Rfg	Rfg Fish/Herring/Seafood	15
Side Dishes & Starches	Instant Potatoes	Potato Pancake/Dumpling Mixes	2
		Ss Instant Potatoes	2
	Pasta—Dry	Noodles	7
		Spaghetti/Macaroni/Pasta (No Noodles)	7
	Pasta—Rfg & Fz	Rfg Pasta/Noodle	13
		Fz Pasta/Noodles	12
	Rice	Rice/Rice Mixes	2
	Side Dishes—Fz	Fz Side Dishes	12
		Fz Appetizers/Snack Rolls	11
		Fz Breaded Vegetables	11
		Fz Pretzels	11
		Fz Soup	13

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Side Dishes & Starches (continued)	Side Dishes—Kits/Mixes	Dry Dinner Mixes (Add Meat)	1
		Dry Dinner Mixes With Meat	1
		Dry Macaroni & Cheese Mixes	1
		Dry Salad/Side Dish Mixes	1
		Hard/Soft Tortillas/Taco Kits	6
	Side Dishes—Rfg	Rfg Side Dishes	11
		Rfg Appetizers/Snack Rolls	11
		Rfg Salad/Coleslaw	11
		Rfg Baked Beans	14
	Side Dishes—Shelf Stable	Ss Prepared Salads	1
		Mexican Food Items	6
		Ss Oriental Food Items	7
	Stuffing	Stuffing Mixes	4
		Fz Stuffing	13
Snack Foods	Nuts—Snack Nuts	Snack Nuts	4
	Salty Snacks—Bagged	Cheese Snacks	3
		Corn Snacks (No Tortilla Chips)	3
		Potato Chips	3
		Pretzels	3
		Ready-To-Eat Popcorn/Caramel Corn	3
		Toasted Corn Nut Snacks	3
		Tortilla/Tostado Chips	3
		Rice Cakes/Popcorn Cakes	2

(continued)

Table A-2. IRI Product Types Included in the Labeling Cost Model Product Categories (continued)

Labeling Cost Model Type	Labeling Cost Model Category	IRI Type	IRI Slice
Snack Foods (continued)	Salty Snacks—Other	Other Salted Snacks (No Nuts)	3
		Nutritional Snacks/Trail Mixes	2
		Carob/Yogurt Coated Snacks	2
		Chow Mein Noodles	7
	Salty Snacks—Unpopped Popcorn	Ss Microwave Popcorn	2
		Kernel Popcorn	2
		Fz Microwave Popcorn	13
	Seeds—Snack	Sunflower/Pumpkin Seeds	4
Soups	Soup—Canned	Wet Soup	4
	Soup—Dry	Bouillon	4
		Dry Soup	4
	Soup—Ramen	Ramen	4
Sweeteners	Sugar	Brown/Powder/Flavored Sugar	4
		White Granulated Sugar	4
		Corn/Crystal/White Syrup	4
		Fruit Flavored Syrup	4
		Maple/Pancake & Waffle Syrup	4
		Molasses	4
	Sugar Substitutes	Sugar Substitutes	4
Weight Control Foods	Weight Control Liquid/Powder	Rfg Weight Control/Nutritional Liquid/Powder	4
		Weight Control/Nutritionals Liquid/Powder	4

Appendix B: Stata Data Sets and Programming Code

In this appendix, we describe the contents of the data sets for the labeling cost model and provide instructions for viewing and editing the data. We also provide the Stata programming code that calculates the costs of labeling changes.

B.1 STATA FOR WINDOWS DATA SETS

The labeling cost model comprises eight separate data sets. In this appendix, we list the data sets, indicate the relationships among them, and provide the format for each. For information on how the data sets were compiled and how they are used in the model, please see Section 4.

The eight data sets in the Stata for Windows model are

- product.dta,
- package.dta,
- inventory.dta,
- print.dta,
- label.dta,
- analytical.dta,
- market.dta, and
- sticker.dta.

Tables B-1 through B-8 lists the variable names, variable formats, and relationships for each data set. The tables also indicate which variables are used by the Excel interface.

B.2 EDITING AND VIEWING DATA SETS

Stata for Windows provides a **Data Editor** to conveniently edit or view data sets. The Data Editor is a spreadsheet-style data editor for editing existing data. The Data Editor also has a browse mode that lets you view the data sets without the possibility of accidentally changing the data.

Before editing a data set, please familiarize yourself with the format and relationships of each table. If changes are made to fields that link to other tables, the Stata model will not work. Also, if changes are made to fields linked to the Excel interface, then the Excel interface will not work.

To **browse** data with the Data Editor:

- Load the data set that you wish to view:
 - ✓ Pull down **File** and choose **Open**. Then select the data set by double-clicking on the filename.
- Click on the **Data Browser** icon or type **browse** in the Command Window.

To **edit** data with the Data Editor:

- Load the data set that you wish to edit:
 - ✓ Pull down **File** and choose **Open**. Then select the data set by double-clicking on the filename.
- Click on the **Data Editor** icon or type **edit** in the Command Window.
- Click on the cell that you would like to change.
- Type the new value into the cell, then press **Tab** or **Enter**.
- When you exit the editor, a dialog box will ask you to confirm your changes.
 - ✓ To permanently save changes to the data set, click the **Save** button or pull down **File** and choose **Save**.

Please note that the changes are not permanent unless you save the file.

B.3 STATA PROGRAMMING CODE

The programming code for calculating the costs of labeling changes is provided in Exhibit B-1.

Table B-1. Product Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
prodtype	Char	24	Product type	
prodcats	Char	38	Product category	Excel interface
naiccode	Num	8	NAICS code	Excel interface
naicdes	Char	56	NAICS description	
sbsize	Num	8	NAICS SBA size	
repprod	Char	44	Representative product	package.dta
prodsizes	Char	30	Product size	package.dta
outin	Char	4	Outside or inside packaging	
printid	Char	2	Print method	print.dta
packtype	Char	24	Package type	
pribrand	Char	2	Private or brand label indicator	combined package/inventory
formulas	Num	8	Number of formulas	
sku	Num	8	Number of SKUs	
units	Num	8	Number of units sold	

Table B-2. Package Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
repprod	Char	44	Representative product	product.dta
prodsizes	Char	30	Product size	product.dta
packtype	Char	24	Package type	inventory.dta
costtype	Char	8	Cost type (package)	
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-3. Inventory Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
packtype	Char	24	Package type	package.dta
costtype	Char	10	Cost type (inventory)	
pribrand	Char	10	Private or brand label indicator	product.dta
compperd	Char	12	Compliance period	Excel interface
amtinv	Num	8	Percent remaining inventory	

Table B-4. Print Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
printid	Char	2	Print method indicator	product.dta
printname	Char	12	Print method name	
colors	Char	14	Number of color changes	label.dta
costlev	Char	4	Cost level (low, mid, high)	
costtype	Char	10	Cost type (admin, prepress, engraving, graphics)	
cost	Num	8	Cost	

Table B-5. Label Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
lablpart	Char	30	Part of label changed	Excel interface
colors	Char	14	Associated color change	print.dta

Table B-6. Analytical Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
analtest	Char	36	Analytical test	Excel interface
costtype	Char	10	Cost type (analytical)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-7. Market Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
mkttest	Char	20	Market test	Excel interface
costtype	Char	6	Cost type (market)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Table B-8. Sticker Data Set

Variable Name	Variable Type	Variable Length	Description	Linked To:
stickcost	Char	20	Sticker cost labels	
costtype	Char	6	Cost type (sticker)	product.dta
costlev	Char	4	Cost level (low, mid, high)	
cost	Num	8	Cost	

Exhibit B-1. Stata Programming Code for the Labeling Cost Model

```
*****
*Labeling Cost Model          *
*November 12, 2001           *
*Revised April 22, 2002      *
*Revised October 8, 2002     *
*RTI                         *
*Stata version 7.0           *
*****

capture program drop labmodel
program define labmodel

set more off

tempfile prod results comp pack anal stick mark all costs soda

***Product Choices*****
*Create a temporary product file based on User's choices.  *
*This temporary file will be used to build the results files.*
*****

use c:\Labels\product.dta, clear
preserve

    keep if $Product

/*SKUs, Units, and Formulas based on % of industry that can't coordinate
change*/

    gen psku=sku*(1-$PChange)
    replace psku=sku*(1-$BChange) if pribrand=="B"

    gen punits=units*(1-$PChange)
    replace punits=units*(1-$BChange) if pribrand=="B"

    gen pformulas=formulas*(1-$PChange)
    replace pformulas=formulas*(1-$BChange) if pribrand=="B"

    drop sku units formulas

    sort printid
    save "`prod'", replace

***Print Costs (Color Change)*****
*Join temp product file with Print Table (join=printid)      *
*Keep records based on User's label change choices (# colors). *
*Start building the Results file.                             *
*****

use c:\Labels\print.dta, clear
    sort printid
    save c:\Labels\print.dta, replace
```

```

use "`prod'", clear
  joinby printid using c:\Labels\print.dta
  keep if $Color
  drop colors
  save "`results'", replace

***Inventory Costs (Compliance
period)*****
*Join temp product file with Package Table (join=repprod) to bring in costs.
*
*Join above file with Inventory Table (join=packtype pribrand) to bring in
compliance period.*
*Keep records based on user's compliance period choice.
*
*Calculate inventory costs using (packagecost times amtofinventory).
*
*Save results as temp file, append onto results file.
*
*****

use c:\Labels\package.dta, clear
  sort repprod prodsiz
  save c:\Labels\package.dta, replace

/****Package table and costs****/

use "`prod'", clear
  sort repprod prodsiz
  joinby repprod prodsiz using c:\Labels\package.dta
  sort packtype pribrand
  drop costtype
  save "`comp'", replace

use c:\Labels\inventory.dta, clear
  sort packtype pribrand
  save c:\Labels\inventory.dta, replace

/****Inventory table, compliance period, and amt of inventory****/

use "`comp'", clear
  joinby packtype pribrand using c:\Labels\inventory.dta

  /****If Compliance=6 months use 12 months numbers else use User's
choice****/

    if $Comp==6 {
      keep if compperd=="12 months"}
    else {
      keep if $Comply}

  drop compperd
  replace cost=cost*amtinv
  save "`pack'", replace

```

```

use "`results'", clear
    append using "`pack'"
    save "`results'", replace

    /***If Compliance=6 months bring in additional sticker costs
****/
    /***Merge onto temp product file (join=costtype), append to results
file****/

    if $Comp==6 {
        use c:\Labels\sticker.dta, clear
        qui collapse (sum) cost, by(costtype costlev)
        save "`stick'", replace

        use "`prod'", clear
        gen str10 costtype="sticker"
        joinby costtype using "`stick'"
        save "`stick'", replace

        use "`results'", clear
        append using "`stick'"
        save "`results'", replace}

    ***Analytical Costs*****
    *Get User's analytical choices. Collapse (sum) the costs into one cost.*
    *Add Additional Tests Costs (if applicable).*
    *Merge onto temp product file (join=costtype).*
    *Save results as temp file, append onto results table.*
    *****

    /***Check if Analytical tests were chosen****/

    if $TogAnal==1 {

        use c:\Labels\analytical.dta, clear
        keep if $Analyte
        qui collapse (sum) cost, by(costtype costlev)
        replace cost = cost + $AddTest
        save "`anal'", replace

        use "`prod'", clear
        gen str10 costtype="analytical"
        joinby costtype using "`anal'"
        save "`anal'", replace

        use "`results'", clear
        append using "`anal'"
        save "`results'", replace}

    /***If No tests chosen but Additional Tests were added *****/
    /***Collapse Analytical Table, replace costs with Additional Test Costs*****/
    /***Append onto results file *****/

    else if $TogAnal==0 & $AddTest>0 {

```

```

use c:\Labels\analytical.dta, clear
    qui collapse (sum) cost, by(costtype costlev)
    replace cost = $AddTest
    save "`anal'", replace

use "`prod'", clear
    gen str10 costtype="analytical"
    joinby costtype using "`anal'"
    save "`anal'", replace

use "`results'", clear
    append using "`anal'"
    save "`results'", replace)

***Market Costs*****
*Get User's market choices. Collapse (sum) the costs into one cost.      *
*Merge onto temp product file (join=costtype).                          *
*Save results as temp file, append onto results table.                  *
*****
if $TogMark==1 {

    use c:\Labels\market.dta, clear
        keep if $Market
        qui collapse (sum) cost, by(costtype costlev)
        save "`mark'"

    use "`prod'", clear
        gen str10 costtype="market"
        joinby costtype using "`mark'"
        save "`mark'", replace

    use "`results'", clear
        append using "`mark'"
        save "`results'", replace)

***Scaling Up All Costs using SKU or Units*****
*Using results file *
*Calculations based on cost type *
*All costs multiplied by Price Adjustment factor *
*****

/****Print and Admin Costs *****/
/****If compliance= 6 or 12 months then multiply by 1.1 *****/

    gen newcost=cost*psku*$Inflate*$Adj if costtype=="admin" |
costtype=="engraving" | costtype=="graphic" | costtype=="prepress"

/****Analytical costs
****/
/****Two tests per product and additional shipping and handling costs (41.03)
**/

    replace newcost=((cost*2)+41.03)*(pformulas)*$Inflate if
costtype=="analytical" & outin=="out"

```



```
else {
    use "`prod'", clear
    sort prodtype prodcats pribrand
    drop if outin=="in"}

    joinby prodtype prodcats pribrand using "`costs'"
    rename psku sku
    rename punits units
    rename pformulas formulas
    drop outin
    save c:\Labels\allcosts.dta, replace
    outsheet using c:\Labels\allcosts.out, replace

    /***Create Aggregate Cost File***/

    use "C:\Labels\allcosts.dta", clear
    sort prodtype prodcats naiccode naicdes pribrand sku units formulas costlev
    collapse (sum) cost, by(prodtype prodcats naiccode naicdes pribrand sku
units formulas costlev)

    reshape wide cost, i(prodtype prodcats pribrand) j(costlev) string

    save "C:\Labels\labelcostag.dta", replace
    outsheet using "C:\Labels\labelcostag.out", replace

end
```

```

/****Market, Inventory, Sticker Costs****/

    replace newcost=(cost*(pformulas)*$Inflate) if costtype=="market" &
    outin=="out"
    replace newcost=cost*punits*$Inflate if costtype=="inventory"
    replace newcost=cost*(punits/2)*$Inflate if costtype=="sticker" &
    outin=="out"

    drop cost
    rename newcost cost
    sort prodtype prodcat pribrand costtype costlev
    save "`results'", replace

***Costs by Cost
Type*****
*Some products have 2 packages (in and out). Need to collapse to one.
*
*Exception=Carbonated Beverages which has 3 packages
*
*Collapse costs by product type, product category, private/branded, cost type
*
*Join with temp product table (join=prodtype prodcat pribrand) to bring in
descriptor fields*
*Save results as a permanent dataset then output as tab-delimited file
*
*****
****

use "`results'", clear
    collapse (sum) cost, by(prodtype prodcat pribrand costtype costlev)
    sort prodtype prodcat pribrand
    save "`costs'", replace

    if $Coke==1 {

        use "`prod'", clear
        keep if prodcat=="Carbonated Beverages-Regular" | prodcat=="Carbonated
Beverages-Sugar Substitute"
        keep if outin=="out"
        sort prodcat pribrand
        collapse (sum) psku punits, by(prodcat pribrand)
        save "`soda'", replace

        use "`prod'", clear
        sort prodtype prodcat pribrand
        drop if outin=="in"
        drop if repprod=="Coca-Cola" & printid=="F"
        drop if repprod=="Diet Coke" & printid=="F"
        sort prodcat pribrand
        merge prodcat pribrand using "`soda'", update replace
        sort prodtype prodcat pribrand
        tabulate _merge
        drop _merge
    }

```